

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of the claims in the application:

Listing of Claims:

1. (Currently Amended) A method of displaying electronic graphical information in a magazine, the steps comprising:

providing one or more adjacent flexible pages bound together at a binding;

providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means including:

an electronic image display device membrane,

control circuitry operatively communicated to the electronic image display device membrane for use in electronically displaying graphical information on the electronic image display device membrane, and,

at least a first power cell operatively communicated to the control circuitry for use in supplying power to the control circuitry;

affixing the electronic image display device membrane to at least one of the flexible pages; and,

selectively displaying at least a first electronic image on the electronic image display device membrane.

2. (Currently Amended) The method of Claim 1, wherein the step of providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means further comprising:

providing a sensor for use in determining the proximity of the one or more adjacent flexible pages; and,

wherein before the step of selectively displaying at least a first electronic image on the electronic image display ~~device~~ membrane, the step further comprising:

sensing the turning of a flexible page adjacent to the electronic image display device ~~membrane~~.

3. (Original) The method of Claim 1, further comprising the step of:
affixing the control circuitry to the binding.

4. (Original) The method of Claim 1, further comprising the step of:
affixing the control circuitry to one of the flexible pages.

5. (Previously Presented) The method of Claim 2, wherein the step of providing a flexible self-contained electronic graphical information displaying means further includes:
providing electronic information storage means.

6. (Original) The method of Claim 5, further comprising the step of:
selectively communicating the electronic information storage means to the control circuitry.

7. (Previously Presented) The method of Claim 6, wherein before the step of selectively communicating the electronic information storage means to the control circuitry, the step further comprising:

preprogramming the electronic information storage means with at least one electronic graphical image.

8. (Previously Presented) The method of Claim 5, wherein the step of providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means further comprising:

an electronic data receiving port operatively communicated to the control circuitry; and,
further comprising the step of:

selectively operatively communicating the electronic information storage means to the control circuitry, and,

programming the electronic information storage means with at least one electronic graphical image, via electronic data receiving port.

9. (Currently Amended) A self-contained electronic graphical information displaying apparatus, comprising:

a thin, flexible electronic image display device fixedly attachable to an associated device;
electronic control circuitry operatively communicated to the electronic image display

device;

at least a first power cell operatively communicated to the electronic control circuitry for use in supplying power to the electronic control circuitry, wherein the electronic image display device, circuitry, and power cell are contained within one housing, wherein the apparatus is selectively removable when attached to an associated device.

10. (Currently Amended) The apparatus of Claim 9, wherein the control circuitry and the power cell are flexible further comprising:-

~~electronic information storage means being selectively removable with respect to the electronic control circuitry.~~

11. (Currently Amended) The apparatus of Claim 10, further comprising:

electronic information storage means being selectively removable with respect to the electronic control circuitry; and,

user interface means operatively communicated to the electronic control circuitry.

12. (Previously Presented) The apparatus of Claim 11, further comprising:
sensor means for use in determining the proximity of at least a first flexible page with respect to at least a second flexible page on an associated magazine, wherein the apparatus is selectively, removably attached to the magazine.

13. (Previously Presented) The apparatus of Claim 12, further comprising:
audio transmitting means operatively communicated to the electronic control circuitry.

14. (Previously Presented) The apparatus of Claim 9, wherein the control circuitry is programmed to, at predetermined intervals, transmit audio signals or video images.

15. (Currently Amended) A method of displaying electronic graphical information in an associated magazine having one or more associated pages, the steps comprising:

providing a thin, flexible self-contained electronic image display device, the device including: [;]

a flexible electronic image display;

flexible control circuitry operatively communicated to the electronic image display for use in electronically displaying graphical information on the electronic image display;
and,

at least a first flexible power cell operatively communicated to the control circuitry for use in supplying power to the control circuitry;

preprogramming the electronic image display device with at least a first preprogrammed electronic graphical information message;

affixing the electronic image display device to the at least a first associated page; and,

displaying the electronic graphical information message on the electronic image display device.

16. (Previously Presented) The method of Claim 15, wherein the step of displaying the electronic graphical information message on the electronic image display device, includes:

automatically displaying the electronic graphical information message on the electronic image display device.

17. (Previously Presented) The method of Claim 15, further comprising the step of:

selectively removing the electronic image display device from the associated magazine, such that the electronic image display device is still capable of displaying the electronic graphical information.

18. (Previously Presented) The method of Claim 17, wherein the step of providing a thin self-contained electronic image display device, includes:

providing a thin self-contained electronic image display device having a user interface receiving associated user input; and,

further comprising the step of:

automatically displaying the electronic graphical information message on the electronic image display device responsive to the input from the user interface means.

19. (Currently Amended) The method of claim 1, wherein the self-contained electronic graphical information displaying means is selectively, removably attached to the flexible pages, such that the electronic image display ~~device~~ ~~membrane~~ is still capable of displaying the electronic graphical information when removed.

20. (Previously Presented) The apparatus of claim 12, wherein the magazine has a binding and the control circuitry is located in the binding.

21. (Previously Presented) The method of claim 5, wherein the method further comprises the steps of:

preprogramming the electronic information storage means with at least one electronic graphical image; and/or

re-programming the electronic information storage means with at least one different electronic graphical image.

22. (Previously Presented) The apparatus of claim 9, wherein the electronic image display device is still capable of displaying the electronic graphical information after removal, the apparatus further comprising:

at least one sensor capable of detecting the proximity of a person.

23. (Previously Presented) The apparatus of claim 22, wherein the at least one sensor further comprises means to display an electronic graphical image or emit a sound dependent upon the proximity of the person.

24. (Previously Presented) The apparatus of claim 9, wherein the electronic image display device is still capable of displaying the electronic graphical information when removed.

25. (Currently Amended) A method of displaying electronic graphical information on an associated device, the steps comprising:

providing a thin, flexible self-contained electronic image display device;

preprogramming the electronic image display device with at least a first preprogrammed electronic graphical information message;

affixing the electronic image display device to the associated device; and,

displaying the electronic graphical information message on the electronic image display device, wherein the electronic image display device is contained within one housing, wherein the housing is selectively removable when attached to the associated device.

26. (Currently Amended) The method of claim 25, wherein the electronic image display ~~device~~ membrane is still capable of displaying the electronic graphical information when removed.

Please add new claims 27-30 as follows:

27. (New) The apparatus of claim 9, wherein the electronic image display device is resiliently deformable without permanently affecting the displaying characteristics of the self-contained electronic displaying device.

28. (New) The apparatus of claim 9, wherein the display portion is disposed in front of the control circuitry and the power cell.

29. (New) The apparatus of claim 9, wherein the wherein the electronic image display device comprises one or more light emitting devices, arranged in either a predetermined or random pattern, the light emitting devices being selectively illuminated in a predetermined or random pattern.

30. (New) The apparatus of claim 25, wherein the display device has a viewing side and a non-viewing side, wherein substantially all of the non-viewing side is removably affixed to the associated device.